

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 6, 1998

RJR Account #026040

Mr. F. Attea  
M. ATTEA & BROS.

### JUNE: DORAL B1G1F / PROMOTION #800432

Dear Frank:

DORAL B1G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 15 skus of B1G1F Displays (item #541865) to pack and ship this promotion to your participating retail accounts. *This includes 4 Displays to be shipped to J. Kern*

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
Ult Light 100	12300-25363	1

#### DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival: May 18, 1998

Ship Date to Retail: Week of: June 8, 1998

SKU CUBE: 0.4955

SKU WT (w/o Product): 1.1000 lbs

Retail Sales Offer per Sku: 20 Offers

Billing per Sku: 2 Savings Cartons

EFT \$ Amount: \$140.11

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

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-2-

B1G1F

M. ATTEA & BROS.

**PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.**  
**UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.**  
**(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).**  
**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**DISPLAY LOAD:**

**\*4 CARTONS; TWO CARTONS EACH STYLE:  
DORAL MEN LT 100 / DORAL ULT LT 100**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$9.80 (2 (6M) case(s) @ \$4.90). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
/jc  
cc: K. Jurgensen  
L. E. MacWilliams

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

**Note to RJR Manager:**  
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

JNB1-432.DOC

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SPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 2  
 DATE: 98-04-29  
 TIME: 10:58 AM

WHOLESALER : 026040 MILHEM ATTRA & BROS., INC. <DIRECT>  
 TEMPLATE : 800432 80600 DOR JUN BIG1F  
 TEMPLATE SEQ : 0910  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	2				(716)282-4391	
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-8334	
162601		760242	B'S QUICK MART	1060 NIAGARA FALL N TONAWANDA	NY	14120		1				(716)692-7271	
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1				(716)882-5246	
162603	162629	745889	REECE MOBIL ONTHERU	1051 HARLEM RD	CHEEKTOWAGA	NY	14227	1		1449-0000		(716)825-0311	
162603	162625	812740	RICOTA'S MARKET	206 ELK ST	BUFFALO	NY	14210	1	NYS			(716)825-9135	
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	2	NYS			(716)853-9280	
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	2	NYS			(716)823-3036	

PAGE BREAK TOTAL ACCOUNTS 8 TOTAL QUANTITY 11

TEMPLATE TOTAL ACCOUNTS 8 TOTAL QUANTITY 11

+ 4 Replays  
 J. Klein  
 15

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# Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy1 Get1 Free Promotion. *June Is Packed with Excitement!*

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the Buy 1 Get 1 Free Promotion.

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

**2-Pack  
Sleeve**



## **POS Card/ Alternate Header**

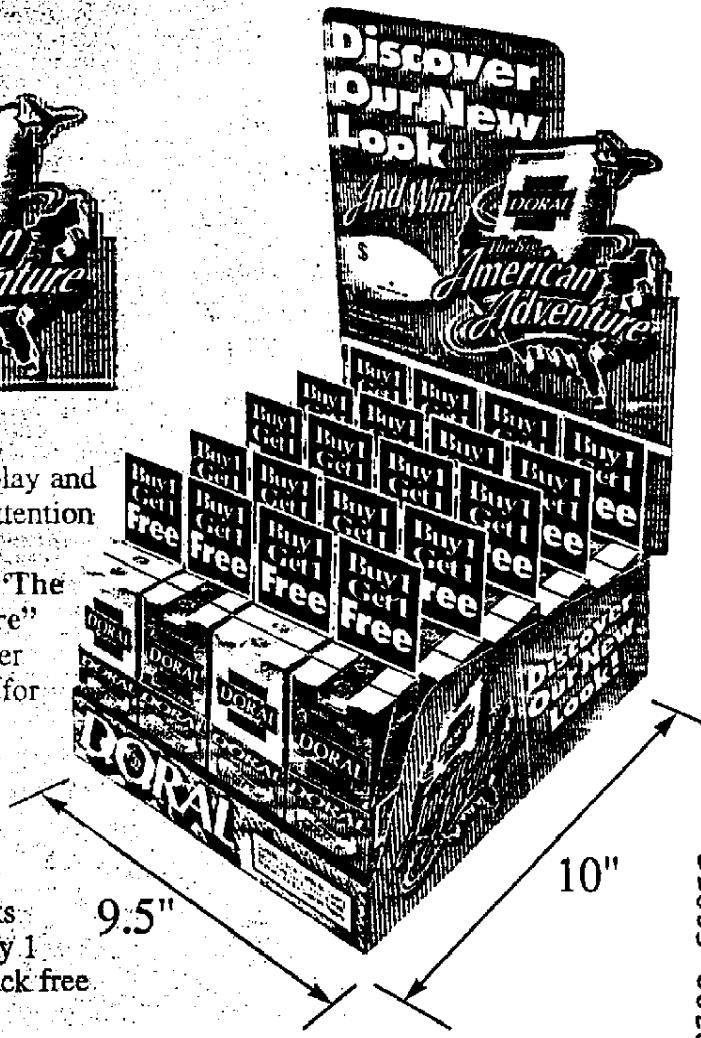


Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

## **Details -**

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

## **Counter Display**



**SWEEPSTAKES VOID IN MA, MI, AND VA,  
AND WHERE PROHIBITED BY LAW.**

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**WHOLESALER PACKING INSTRUCTIONS**

**VALUE ADDED PROMOTIONS**

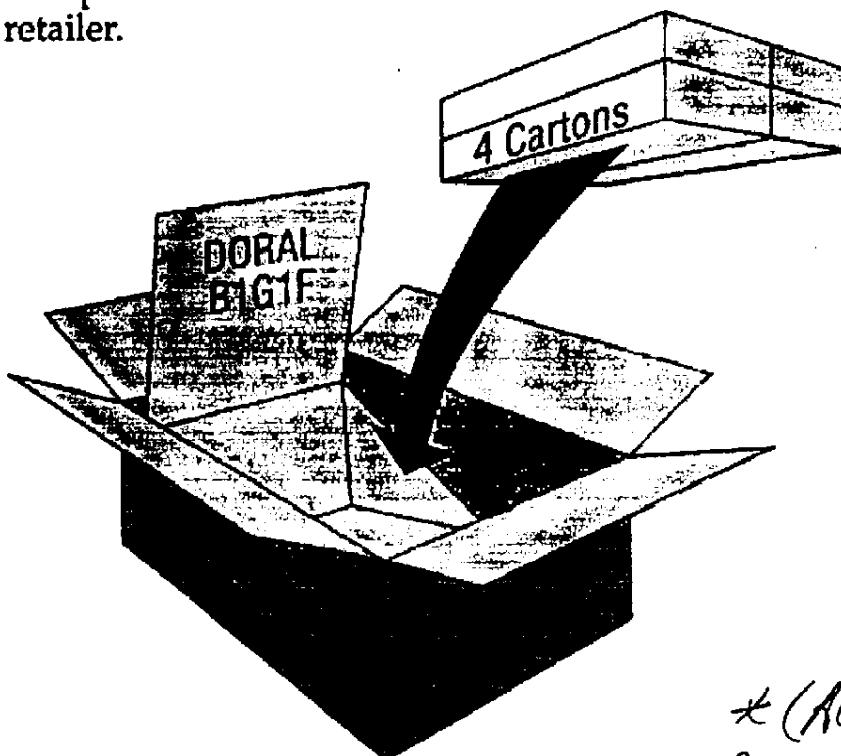
**2ND QTR.'98**

**June DORAL B1G1F**

**(Buy 1 Pack Get 1 Free)**

**STEPS**

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*& (Accts w/15 or less)  
Ensure Brand mix  
of only 2 styles  
base shipped*

**Item: # 541865**

**Promotion Reporting Description: DOR JUN B1G1F**

<b>Brand Style</b>	<b>MEN LT 100</b>	<b>WLT LT 100</b>	<b>FF Box 100</b>	<b>LT Box 100</b>		
<b>Number of Cartons</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>		